

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, May 17, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 200**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Jan Martin	AMDA
	Mitch O'Farrell	(Ex-officio Member)
	Lee Rierson	Shine America
	Tej Sundher	Hollywood Wax Museum
Directors Absent	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Galo Medina	Comprehensive Financial Services
	Don Mushin, Secretary	Toyota of Hollywood
	Ron Radachy	Oasis of Hollywood
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Colin Thomas	Madame Tussauds
	Rowena Adalid	Madame Tussauds

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:13 p.m.

II. Open Forum

Green announced that work has officially begun on the Blvd. 6200 project, and that today is day two of construction.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Lee Rierson** and CARRIED to approve the minutes from the April 19, 2012 meeting. Nine board members voted in favor.

IV. Treasurer's Report

A. Approve Treasurer's Report for April 30, 2012: Morrison reported that we have closed down the old CA BID Coalition account as the BID-related legislation currently in the legislature are being dealt with by the California Downtown Association (CDA). These funds were being held as a courtesy for all the other BIDs in the state.

It was moved by **Chris Bonbright**, seconded by **Jan Martin** and CARRIED to approve 2011 Financial Review. Nine board members voted in favor.

B. Determination of CPA Increase (if any) for 2013: Morrison stated that due to the adequacy of current budget, although the CPI is 2.6% this year, staff is recommending no increase; Green said he agreed with this recommendation. Morrison said no vote was needed to keep the assessment rate as is, so no action was taken.

V. New Business

A. STAR subcommittee report: MacPherson said she will be reconvening the STAR (Statistical Trends and Revenue) group to discuss a proposal from LAEDC (Los Angeles Economic Development Corporation). She said the proposal may be more than the group needs, as they want to identify items of interest to study. MacPherson also reported that we will be hiring two interns who will help gather data for the group. Participating board members include Beck, Tronson, Ryan (?), Gargano, and Yamada.

B. Street Closure committee – review of policy / recent events: Morrison said that one of the driving forces behind opposition to the Hollywood Community Plan is fear of increased traffic within Hollywood, but that part of what may be causing this concern is the increasing number of street closures on Hollywood Blvd. this year. Strecker presented a spreadsheet showing that the amount of full street closures this year has already exceeded last year's total for the whole year. Stephan noted that there have been less events taking place, but more of them have required full closures. Morrison stated that the board may want to revisit its policy as to when to approve street closures, and revisit the notion of establishing a quota of closures allowed per year. Girmala added that savvy event promoters have learned how to link their events with local businesses in order to get approval for the closures. Smith

said that he believes closures for movie premieres are acceptable but that non-movie-related events concern him, with Bonbright adding that these type of events should be renting non-public spaces whenever possible. Morrison said staff will draft a policy to present at the next board meeting. Stephan asked how much money it costs to close the Boulevard; Girmala said she could get an estimate. Strecker stated that many movie premieres could get by with a half street closure rather than a full closure.

C. Mayor's proposal to create Economic Development Department: MacPherson stated that the mayor is researching this possibility. A report is being circulated by the CLA's office to identify how it could work. She expects the matter will be in council in the next few weeks. The last page of the report mentions BIDs as economic tools, and it is unclear if BID coordination would be transferred out of the City Clerk's office to a new department. Gargano asked what the funding mechanism would be for an EDD; MacPherson said she doesn't know but the report cites examples from other cities. Gargano said they would be an important tool for the city but does not feel they should be combined with the BID. Bybee suggested the BID develop some recommendations to submit. This matter will be monitored.

D. AB 2265: Morrison stated that this legislation, which proposes to prohibit hiring of organization, consultants or entities involved in formation of a BID from managing or working for a BID, has surfaced before, due to a concerns arising from a consultant who forms and then manages many BIDs. However, Morrison said many BID leaders feel this legislation is extremely flawed. Smith asked if it would prevent BIDs from employing even staff who had helped renew a BID; Morrison answered in the affirmative, however it would not work retroactively, as Stephan asked. MacPherson stated it is a conflict of interest policy, and Bybee said she felt it was ridiculous to try to use legislation to deal with one person's business strategy. Morrison stated that the CDA has been very vocal in opposition to AB 2265 but staff is seeking a formal action from the board.

It was moved by **Chris Bonbright**, seconded by **Tej Sundher** and CARRIED to support a letter stating the board's opposition to AB 2265 detailing our well reasoned explanation for the opposition. Nine board members voted in favor.

VI. Committee/Activity Reports

A. Streetscape

1. Community Plan: MacPherson reported that the PLUM committee sent the Community Plan to City Council with no recommendation. A strategy group is convening to amass support for the plan once it appears before the Council. Gargano stated that the Plan is a vision for Hollywood and has nothing to do with his company's development proposal, the Millennium Project. Any development would still have to go through the approval process. Stephan suggested preemptively meeting with the council members; Morrison said the Chamber is working on setting up those meetings.

2. Alley Maintenance Report: Mariani reported that the alley assessment was included in the 2008 renewal of the HED. He then showed a video presentation he had prepared, detailing the current state of the alleys, the improvements that have been made with regards to security, cleaning and maintenance in the alleys, and the problems that still persist, including cars being parked in the alleys (preventing them from being cleaned, and trash from businesses being dumped in the alleys. MacPherson stated that of the \$135,000 annual alley assessment, some goes to security and the rest goes to cleaning and maintenance. Mariani added that arrests are occasionally made in the alleys. Due

to the new pedestrian alley east of Cahuenga, several dumpsters were displaced and have now been left on Cosmo. BSS will not come cite the dumpsters because they say the owner has nowhere else to put the dumpsters. Morrison said the plan was for the property owners to collaborate to purchase trash compactors or a new trash removal service, but the property owners have not worked together, so now we may have to write a letter to get enforcement. O'Farrell said we should not have to write a letter, that we should ask the inspector to meet us on the site and demand enforcement. Girmala volunteered an LAPD officer to be at this meeting. The board considered writing a letter to the city of Los Angeles asking for enforcement and removal of private trash dumpsters on city streets, but the board decided to hold off on this and to first attempt speaking with the property owners face to face.

3. Potential transfer of MTA landscape grant funds to HPOA: MacPherson shared some good news that Kip Rudd had informed her of. The city is looking for community partners to manage grants that the CRA had qualified for, including a \$1.3 M grant to remove the ficus trees, fix the terrazzo and more on Hollywood Blvd., which the BID might be able to take on. There are strings attached but MacPherson said she is familiar with the process. Morrison said we may need an emergency board meeting before the next monthly meeting in order to accept responsibility.

B. Security Committee

Mariani reported that today one of our chronically homeless individuals (A.), had returned to Hollywood and was arrested by LAPD for trespassing. A. has a history with the BID security team and had previously been returned home where he had gotten back on his medication. He has returned to Hollywood and initially seemed to be in control but then had a downward spiral. Girmala said it is extremely difficult now to place someone under a 5150 hold. She added that there has been an increase in parolees out on the streets of Hollywood. There are currently 12 officers on the parole impact team, and they have personally visited all the parolees who use Hollywood as a home address.

1. Civil Sidewalks

a. Tour Bus Working Group - Morrison showed a video clip from NBC4's investigative team that exposes a pattern of special treatment given to tour bus operators on Hollywood Blvd., from parking enforcement officials. While many civilians have been getting parking tickets, the parking enforcement agents look the other way when the tour buses park at metered spots longer than the legal amount of time, and often without even paying the meter. Morrison said that a working group, convened by the council office, is working on a comprehensive set of recommendations to regulated tour busses. Girmala reported that LAPD ran a task force with the California Highway Patrol to crack down on safety issues related to the tour buses, during which they found 32 violations leading to 8 buses being pulled off the streets.

b. Character Enforcement Working Group – Morrison and Mariani have been meeting with some of the more responsible characters to identify who the problem characters are and to gather information on them. Girmala asked that she be kept in the loop and that she is given options to be able to attend these meetings.

2. Public safety camera update: A subcommittee is being created to examine the possibility of updating the camera system.

3. Homelessness issues: Morrison reported that PATH is applying for a \$6 M grant from the Veterans Administration to provide housing location services and case management to homeless veterans.

It was moved by **Linda Bybee**, seconded by **Jan Martine** and CARRIED to write a letter of support for PATH to obtain this grant. Seven board members voted in favor.

4. Lavan vs. LA injunction: Morrison reported on an injunction from a court case that is preventing the city from removing personal property from the sidewalks in Skid Row, which has lead to many concerns about public health and safety. Many BIDs are also concerned that this injunction could become a city-wide injunction. The BID Consortium has secured a meeting with the mayor next week.

C. Marketing and Communications

1. Pow Wow: Patti McJennett with the Los Angeles Tourism and Convention Board will attend the next board meeting to deliver a report on PowWow 2012.

2. Update on pole banner sponsorship: Morrison reminded the board that Madame Tussauds had installed pole banners throughout the BID using the HED logo, which had not been approved by the board. Initial discussion about the potential sponsorship and design ideas were discussed between BID staff and Tussauds' PR firm (Allied Live) in the spring of 2011. However, at some point, a permit application was filed by AmGraph, under the name Hollywood Entertainment District as the sponsor, although nobody from the BID had been involved with the permit. The banners were installed by AmGraph in January, but due to the BID protest, they were removed after the first three-month permit period had expired, although Tussauds had paid for three additional three-month periods.

These poles on the Boulevard are coveted and the BID, in theory, has first rights to them. Morrison introduced Colin Thomas with Tussauds, who finds itself in the middle of this issue as they had contracted with a PR firm on the banner project. Thomas showed the board the banners and stated that Tussauds had paid \$35,000 to Allied Live, who took care of designing the banners and obtaining the permit, indicating to Tussauds that they had gotten permission from the BID. Allied Live worked with BID staff on potential banner designs, but mistook this give-and-take as a tacit approval of the sponsorship. With a BID sponsor, pole banners can be installed for up to 12 months, whereas with any other non-profit they must be removed after 3 months, which is why they wanted to tie-in with the HED. He indicated that he would like for the banners to be reinstalled.

Green said he did not appreciate our name being used on the permit without our permission. Thomas said he is very apologetic and did not understand the approval process at the time, and that neither Tussauds nor Allied Live were aware that the banners had to be approved by the board. He believes there was a miscommunication.

Yamada asked the board if Tussauds was coming to them today for approval, what the board members opinion would be, further asking if we have ever offered these poles to another business, and what does the BID get out of it? Morrison gave a brief history of the pole banner program and how initially banners were to display an image evocative of the BID, with a small 20% corporate logo snipe. The city seems to be slipping in their enforcement of the images.

She said technically a for-profit entity is not allowed to advertise on pole banners.

Bonbright asked if the board has a formal policy on banners and suggested adopting one if not. It was moved by **Chris Bonbright**, seconded by **Lee Rierson** and CARRIED to create a pole banner policy for the BID before considering any applications. Eight board members voted in favor with one abstention (Sundher). Bonbright and Bybee volunteered to serve on the subcommittee to develop the policy.

3. Sunset & Dine: HPOA staff is working with the CHC board on their upcoming event, Sunset & Dine, which will be held the evening of Thursday, June 7th, at Academy Hollywood.

VII. Old Business

- A. SB949:** This legislation has been pulled.
- B. Carr Lawsuit:** Trial has been set for March 2013.

VIII. Executive Director's Report:

Morrison said she is looking for dates in early August to conduct the **Annual All Property Owners Meeting** and will be checking everyone's schedule.

Staff will be tracking the **Strategic Planning List of Objectives for 2012** and reporting regularly.

Two interns will be hired this summer to help out with three objectives: **Safe Hollywood Nights**, **Economic Trends and Benchmarking**, and **Local Government Regulations and Enforcement**. Interviews with potential candidates are scheduled for next week.

A meeting was held recently with **Guggenheim Securities** to explore the concept of forming a JPA to create a parking district in Hollywood. The P-3 proposal had been off the table previously but continues to be a threat. Green, Stephan and Beck will continue to explore options.

Heroes of Hollywood will be held June 7, 2012, at the Taglyan Complex. 400 seats have already been sold; Morrison encouraged board members who have not already purchased their tickets to do so.

Yamada and Morrison will be hosting an engagement party for MacPherson on July 12th at Morrison's residence. Details will be sent to the board members.

IX. Next Meeting:

The next meeting will be the on Thursday, June 21 from 4 - 6 p.m.

X. Adjournment:

There being no further business the meeting was adjourned by Stephan at 5:53 p.m.